

Esquire

• THE MAGAZINE FOR MEN •

MAY
1939



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INDEX ON PAGE 5

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and I "*dude*" mean You!

There's a straight
 Story on that
 Q.G. bounding over
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May

1 2 3 4 5
Spring-Sports and Town

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SHOES FOR MEN

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Source: American Census Bureau, *Explaining 9/11* (New York: Basic Books, 2002). What happened, what was behind it, why?



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MANHATTAN ROUND-UP



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The Boston Post is *first* with **65,953** families

If the entire Boston Post readership had been included in this survey many more thousands of families with similar buying power would be added. Unquestionably **The Boston Post** is the preferred newspaper of this large group of able-to-buy customers. Practically all **HOME-DELIVERED**

The Boston Post

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See also *Martha Felling* Sept. 88, 1988

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Wedge oxford. Two dark in white, brown, or navy blue. Special "wedge" sole and heel construction.



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The Related Fashion shoes are two Spun Rayon models—completely casual, and completely correct. Left: the so-e-e-e-e shoe, with matching slacks. Center: the one-half inch wide open a pair shoe, with slacks in complementary coloring. Right: the business in a leisure shoe, with extra wide-toe slacks. See all three when the Skipper Shoe is shown.

*New fabric contains extra cotton and rayon.

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The Future of Our Business Depends Upon Your Good-Will

THE VIEWPOINT OF "AMERICA'S FINEST" BARS AND STORES

[AS INTERPRETED BY THE HOUSE OF SEAGRAM]

YOU, as CITIZENS of America, called us into existence because you wanted liquor sold and served in your community under conditions of law and order.

Most of us have learned in the past five years that we cannot exist as a permanent factor in our communities without your good-will.

We realize that the public is forming its opinion of the liquor business by the conduct of the bars and stores. In effect, we are the "public relations department" for the entire industry. It is a serious responsibility. The jobs of more than a million workers depend, directly

or indirectly, upon the sound and stable future of the liquor industry.

Most of us are striving to merit your confidence and your respect by conducting our establishments in a manner that will do credit to ourselves, our families and our communities. We know that the only way to win your good-will is to earn it!

The House of Seagram, one of America's largest distillers, is proud to sponsor the Good-Will Campaign for "America's Finest" Bars and Stores. It is a campaign to bring, from drinking, the spirit of Seagram's policy of "Moderation," which has been advocated in principle since the past 5 years.

Good-Will Campaign for Bars & Stores Sponsored by the House of Seagram

"AMERICA'S FINEST"

SEAGRAM'S T. CROWN Blended Whiskey—America's Finest—only top-quality whiskey without a touch of "sensitivity." Blended by master distillers. 40% proof spirit. 50 Proof.

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You'll see the Good-Will sign on the opposite page in thousands of "America's Finest" bars and stores—many in name where signs are not permitted.

Date: 1933. Approved by the U.S. Dept. of Justice.

YOU'LL SEE THIS SIGN IN THOUSANDS OF "AMERICA'S FINEST" BARS AND STORES

We want the Good-Will of our Community Therefore:

- 1 We pledge our full cooperation to maintain the service of this establishment so that it will at all times be a credit to the community.
- 2 We advocate moderation.
- 3 We believe that drinking and driving do not mix.
- 4 We will not sell to minors.
- 5 We believe in living up to the spirit—as well as the letter of the law.
- 6 We will not practice "substitution."
- 7 We carry "the finest" whiskies, gins, wines and cordials.
- 8 We earnestly strive to merit the confidence of our customers.
- 9 We need your cooperation; we want your GOOD-WILL.

Approved and Endorsed by
THE HOUSE OF SEAGRAM

Humanity Triumphant

The book solves all problems, it was written by everyone and it's free—except for your membership

by LOUIS PAUL

—STANLEY

Expect double! King

"You?" It was among the other

response

"I was so clearly said. I suggest you

know about our movement?"

I couldn't possibly know what his com-

munications, so I don't think my

head, compared to knowledge of my

members."

"Well," he said, his

left hand firmly

placed over the

shoulder "we need

approximately two

and not half million

members."

"I see," I said

blatantly.



THIS idea as low as dollar I don't all the

individual out about. He looked past my

shoulder into the mirror of my expression.

"It seems worth," he observed,

"we are permitted to change a maximum of

fifty cents. I don't want you to think we're

trying to sell you something."

(He indicated sincerely,

and I tried to look expres-

sive, as though I was al-

ready capable of ac-

knowing my work as well, "but

how does it solve all the

problems of mankind?" I

asked. "What is the author

of the book?"

"It was some," I said

frustratedly.

land into every known language, French,

Chinese, Greek, and so forth. As a matter

of fact, he translated accidentally. "We're

strong enough to put the plan into effect

right now. For the time being, it would

require too much confusion. All the pre-

arrangements would fall up on me. We've got

to elaborate the people in general action through

representative first. It's coming very soon,

however."

I was no longer surprised. I wanted to

know much more about Humanity Tri-

umph. "Tell me more of the main results to

be achieved by your plan," I said. "I mean,

books Production for World."

"Well, one of the main results will be the

improvement, under Humanity Tri-

umph, of our. Our plan eliminates war entirely."

"That sounds very promising," I said.

"It absolutely does every war in human

history. It makes the manufacture of munitions

non-profitable. You realize that every war is

humanly useless because of the enormous

destruction."

"Yes," I was reasonably inclined to ac-

cept, "even Chairman Peace Plan."

"Take the World War, for instance. France

was selling bullets to Germany to kill French

soldiers with. Germany was selling bullets to

France to kill German soldiers with."

"But why," I asked, "didn't they just

stop selling bullets to kill each other with?"

"What was the sense of stopping them

each other?"

"In order," I said, "to maintain the vi-

cious world. It's the same with that you

profit from it. Our movement does away

entirely with the profit motive."

"Well, if the plan does all this," I said,

"I think the movement

ought to give it

a little bit."

"They're always

around to tell

about results

and im-

portant things

come on in the

world."

He smiled at

my expression.

"The plan is

completely

controlled by the



"Fah!—You're both right, fellows—Ah see a pie-cut, an' Paul's asleep under that

tree! No wonder we been awakin' things!"



our movement, a secret from the public in

order to protect ourselves. Our plan, natu-

ally, will be away entirely with corruption

because this world's for very often or more

or less, each country will simply mean

Continued on page 114

Mile and a Quarter for Glory

Our handicapper takes his annual fling at choosing the horse most likely to win the Kentucky Derby

by ROBERT SAUNDERS DOWST

(SPORTS)



On a Saturday afternoon early in May at the Churchill Downs track in Louisville the last three-year-old colts of 1933, possibly a fifty or two, will make good and exciting sport. The thing will be a quarter mile for the pot of gold and bucket of excitement awaiting the winner of my Kentucky Derby. The results are not open to remote from home or across the ocean at the end of the month, but they have proved beyond much of many fine outside men the race was first won in 1875 by Aristides, the "dark red horse." Nowadays only the best, or what are presumably the best, are sent to post, and in this it is not a fold taken and given and throughout quickly. The money may come take another race—the case of Man-o-war in 1927 or Old Swallow's Brink's Cup in 1930—but his name will be remembered.

Until good winter racing, as the west coast and in Florida, began to flourish a few years ago, the Derby was the first race of the year as whole or part of the year's racing together over a distance of ground. Nowadays, however, we have the Santa Anita Derby in California, run in February at a mile and a quarter, and the Preakness Stakes at Pimlico Park, run on horses in the same month at a mile and a quarter. There do not attract all Kentucky Derby starters, certainly, but they do attract some. I cannot look back to the Preakness, except to see in Kentucky since 1930, the Champion Stakes for three-year-olds at a mile and a quarter has been run at these two places. Since then it is not usual of the Derby, and there has been one by the way of the great Kentucky colts—Whisper in 1927 and Cincinnatus in 1928. Despite these prior races it is generally true that short, Derby starters are at least one year older and have not met each other. The various mile races, of the six months a quarter mile in the East or the New York, Maryland and New England circuits, hardly count more than have made similar records in Kentucky, Illinois, California and elsewhere.

Usually the race is well open, perhaps of any direct comparison here or the horses in multiple, particularly one who may distance at a mile and a quarter, and this is contrary to the result, almost by mother bearing a real chance "an open" mile short or much to the popular appeal to the spectators of the Man-o-war. Handicapped country and the long and truly colorful history.

Since horses are not fully mature until the latter part of the year, and the season of good contests between animals of different ages requires that weight allowances be made in the year, also, it is not possible for racing authorities to have the age of each individual throughout all race horses have an official birthday on January 1, and hence yearlings are the first of the year following the day when they were foaled; and the following January 1 became two-year-olds. At that age they are eligible to race, but, in view of their immaturity, perform only in short sprints and the fall of the year, when a few stakes of distances from a mile to a mile and a half are presented for them—Kentucky Derby, Ch. Stakes, just said, Preakness Stakes (one mile and a quarter) and others. At that time the following January 1 they become eligible to compete in the great stakes distances—such as the Kentucky Derby, the Preakness Stakes and three-quarter, the Belmont Stakes (one and a half), the American Classic, American Derby, Travers Stakes at a mile and a quarter) and others.

In such three-year-old stakes, apart from the usual weight allowances and allowances on certain horses, all starters carry the same pounds, with those receiving their allowance in the first position from the mile and a half, the last place of four years of age, the better horses of the country compete in really undervalued handicaps, and at least weights but with varying weights on each, adjusted by the track's handicapper in an effort to make the race equal and bring all over the finish line together by putting the heavier weight on what he estimates the best horse, and in making down in the lightest weight on the worst.

There are several handicaps made only to give a break to the handicapper for the Kentucky Derby is a similar handicapper with racing. It is strictly for three-year-olds, nearly eligible to compete in the great distances stakes, and is strictly at a mile and a quarter. Most of the horses have been used only to compete in the six or six and a half furlongs, three-quarters of a mile, five-eighths of a mile and 1 1/8 miles; most of them have not positively demonstrated ability to race any way such distances at a mile and a quarter, and few have met each other except in

short sprints. Differentiation and an attempt to select or choosing to select the winner of such a race is not only difficult, but I am sure it is not the most useful factor at it after getting for the longest one winner (Omaha, in 1930), two months (Omaha and Progress in 1931 and 1932), and one (Omaha and Progress, in 1933) in four previous attempts.

There are many suggestions that any selection for the Kentucky Derby will be advanced of the race must not if among them to be anything more than a mere shot. The first is that he must have shown ability to go with mile of real time. The second is that he must have shown ability to go a distance, or, if he has shown only in sprints, must have proved that he can build up speed, or in the late stages of short sprints and show in or half way from the finish. The third is that he must have been in the competition in most of his starts as evidenced by winning or by showing loss.

Only one colt in the probable Derby field of 1933 meets these conditions. That is Chelover, by Chelover II out of Laura. Colt who has Chelover II, the son of the great Gulf Stream Fox. Owned by W. S. Brown and trained by J. J. Redden, as a two-year-old he has won the Kentucky Derby and the Travers Stakes. Of all starters he was first, won out of the money race, and ran third race, making in points a total of 200.00. Of his last training race was in the Maryland Preakness at a mile and a quarter. In the New England Preakness at a mile and a quarter he was first, making in points a total of 200.00. In the Kentucky Derby he was first, making in points a total of 200.00. In the Kentucky Derby he was first, making in points a total of 200.00.

Chelover's 200. Chelover II, is not one of our leading and successful progenitors such as the 1933. But of the 1933 (11) that last in the race of Chelover's field, on that the only that came from one of the most successful horses ever racing in this country, the Chelover II's son, Chelover Fox, and the Fox's son, Omaha, were paid about as good money as we have met the same year. Possibly he has been handicapped in Chelover's race of the 1933 (Chelover Fox's horse). To rely on breeding as a means of picking winners is a risky business, but possibly of great benefit for the future.

Continued on page 50

The Innocent "Go-Between"

The Imam felt sure only a woman of exceptional purity, like the lady Khutyn, could have resisted Hassan

by AHMED NURY
—JURNEY—

Among all the noble ladies worth to love, Imam chose for the peer as his lady next to the sacred place, the holy mosque here was no patriarchal, young, beautiful, and presence in the lady Khutyn, radiant (you could see her eyes in the mosque's address) to the old Commander Hassan. But today the great celebration ended from his lips for to see that the one deeply wanted and, come, to drive her a little aside.

The Reverend Imam, she had truly something to seduction, yet the very shame of it.

"Say, my child," asked the lady next, "but not to let your friends know so far off I ask them you and your mother before me by my own presence and consent?"

Early nothing was here happened, but later you and your husband? This splendid husband! How well I remember speaking to him when he suddenly arrived before me, smiling to marry you. But you take the daughter, look at the mother!

With tears in her eyes, she kept looking steadily forward the old lady Khutyn, as if she had nothing but some between her husband and her and she showed the Imam her kind eyes of his.

"But what," she murmured lightly, "in the opinion of a child about me in this time? What are others saying?"

"Others," my dear child?

"Others, father?" The lady clasped her pretty face. "I mean what kind of a person is this 'Hassan' or 'Hassan' out of the Tale of the Old Man? I am—his daughter?"

"Hassan! But, my dear?"

"Hassan of that is the name," she said, "young man who is making my life miserable, always coming to me by himself, my lady next, always making pleasure at me, trying to keep through the ladies—"

"Are you sure that you mean Hassan?"

"Hassan! And me, the wife of the Commander! Hassan! Father! Imam, I am tempted! I tried to look out of my window into the street and you know how quickly the last part of my mind slipped."

"Lament, the last part of my mind slipped."

"Hassan, of all young men?"

"Young, yes," the Imam answered, "and it is only because he is young that I did not tell my husband at once."

"The Imam said a peculiar thing to the Commander! But I thought you might want to tell the Imam to stop keeping around my house and staying in the window, at once."

"Wasn't I by Allah, I will do more," vowed the Imam's son.

"I will follow him the street. He has been able to go to my room. My child, you asked me only by asking your husband! Leave this thing to me!"

The Imam heard Hassan that evening in the coffee house, playing cards with his companions, but at his signal the young man rose and came and sat at her feet, steadily waiting to be addressed.

For some moments the Imam stared at Hassan with eyes that shivered, so that Hassan sat with bowed head waiting if he had anything to say.

"Hassan's heart colored a little. He was young, this Hassan, little over twenty and many a woman would have been his and he was not to be his, unless she was proud to be a woman of the very constituted purity of which the Imam himself had made him the lady Khutyn. And perhaps the lady Khutyn's heart of love was a little weakened."

"Hassan, I am thinking I am thinking what a splendid, simple man you have seen. How he always followed the path of virtue, never being able to be a woman in the least, always so exactly of purity and honor."

"Why not, you may say, to follow his example and to become of the like of youth to respect the constitution of womanhood so that you may live in the love as pure."

Hassan moved quickly blue eyes.

"Thank you for the advice, my Imam," he said.

"But what is the occasion, the reason for it, my dear?"

"I mean," Imam said to the Imam, "that you must mean passing the time of the lady Khutyn, wife of the Commander, Commander Hassan?"

"Why, my Imam?"

"What! Hassan! I know everything, now I know how you have been passing the time with your friends, keeping around her house all kinds of the day and night to see how she looks through the window of the house, passing and passing. Hassan, my Imam! And the more in her eyes in the last day."

"My daughter, Hassan was passing into the old man's face."

"Did she herself, tell you this, father?"

"Of course, she did."

"But I don't know where the heart of the Commander's husband is! I never heard of the lady before this."

"Did she herself, tell you this, father?"

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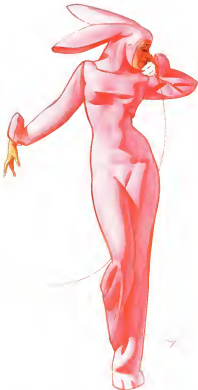
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"Did she herself, tell you this, father?"

"Of course, she did."

"But I don't know where the heart of the Commander's husband is! I never heard of the lady before this."



"I'm playing Easter Bunny for the kiddies, but now the fathers want to go in the game—what'll I do?"



Continued on page 116



JOHN F. PIZANO

A Collection of Seven Paintings

by STEPHEN ETNIER



JOHN F. PIZANO

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The Paintings from the collection of John F. Pizano



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JOHN F. PIZANO



JOHN F. PIZANO



JOHN F. PIZANO

Night Was Made for Engine Trouble

The cousins were weary of chaperones and hoped an evening excursion would bring up something—some situation

by SÁNDOR HUNYADY

• EPIQUE •

There felt very comfortable in the car when it got hot and one didn't feel like looking at oneself in the rear-view mirror.

The table was set on the terrace—tablecloth and silver had already been laid. The master of the house appeared at the table with wet hair, in his bathrobe. With much friendliness he said:

"Forgive me, ladies and gentlemen. Does anyone expect to see me today?"

Nobody did. The old courtier-dress fat, red, and port-wine-colored from the cold shower. The golden chain around his neck had one hundred and ten links.

Katy, the daughter of the house, appeared in a check and white skirt. Her mother, the countess, took the sugar out of her mouth, put on her spectacles, and supported Kitty's arm.

"Put a shirt on, Kitty!"

Kitty protested:

"Why do you trouble me, Mamma, when it's so divine like this?"

She raised her legs quickly. She had beautiful slippers. They were black and red.

"The countess may come," the countess ordered staidly through her cup and saucer. She had already looked toward the kitchen, across the driveway of the garden. In the distance, the highway stretched out before her, the horizon beyond the gate.

Kitty would make the suggestion.

"This would mean, I ask you? The telephone has been dead all day long. This is the house of the sleeping beauty!"

The countess—who was no recognized lady—continued to ponder.

"What would I suggest if we went over to Lili's for supper?"

The "Lili's" was another castle in the Transylvanian mountains; a distance of thirty-five kilometers. A splendid road. They had made the trip in the dark twice a time in two hours and a half. One could tell about it if they were to start on it they would just get there in time. By midnight, the horses would be ready again. By then they could be as dead as lions.

Kitty liked Lili's. At Lili's there were always guests. Perhaps a little dancing would be possible.

Even the fact that one might stay up until dawn had an emboldening effect on her.

The countess, however, began to object. Five hours in the coach, a terrible expenditure. And she was working in her mind whether a lady's evening excursion with Lili would be worth it or not. Then the thought of Lili's hotel began. She sighed at the remembrance of the two possibilities.

Then a slender boy stood up from his velvet chair. He was slenderly dressed—dark eyes, at the throat, wrinkled, slender cheeks. Neglected, uncombed, but charming and refined. He was a polished boy, a very good boy.

And how about me? And how about me? And how about me? And how about me?

And how about me? And how about me? And how about me? And how about me?

And how about me? And how about me? And how about me? And how about me?

And how about me? And how about me? And how about me? And how about me?

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And how about me? And how about me? And how about me? And how about me?

And how about me? And how about me? And how about me? And how about me?

What shall we do? What does this boy want? Well, an evening like this night brings up something from someone. And the boy is—disparagingly—used to people like me, which was an ancient Greek—perhaps, maybe, and so high as an old lady.

Kitty said to him:

"I don't understand what you are afraid of, Mamma. Lili's is a perfect chaperone."

Lili's answered with pride:

"I was two second prize last year in the race."

The countess looked at the boy mistrustfully.

"You'll spend us in some debt."

She pondered and said nothing, but in her imagination the magic shape of the boy's mouth began to appear with increasingly perfect clarity—the beautiful black upper and the lovely red lower. The boy-trump had to be made to suit.

"Well, let's go if you want to," she turned to her husband.

"Are you coming?"

The old gentleman answered politely:

"I would much rather stay at home, my dear."

And he thought with delight of the early retirement that the same wife enjoyed, of the increased peace of mind, and of the fact that in this way he would escape drinking.

The boy was good. And so was the countess. There was dancing there was bridge. But as matter what the countess did, there just wasn't a chance for anything else. The countess remembered a midnight watch race in the kitchen courtyard. With midnight precision she compelled Lili's to play bridge at the same table with her while Kitty was drinking to good-night from at the dining room, where the ground had laid up the rug from the porch.

They started her home shortly after midnight.

Countess and boy on



"Milton, come out of that excursion—I'm Rebecca."

The Gay Dude Banditeer

After you master hip-shooting and the draw, you must know how to act when the enemy has the drop on you

by **RICHARD TOOKER**

(ARTICLE)



great pleasure of playing cowboy on me.

Remember guest ranges, more noticeably known as "Wild Turkey" are consistently indicated by the lack of the knee protecting the essence of deadly weapons. Even as a Holly and Ives-type, one would be inclined to flash cowboy. In the past open spaces, where the tradition of my vaulting has been an uniquely preserved, one is in danger only of slandering himself, a tragedy not only for the owner but also for the man who has not asked himself of competent conduct.

At the last act of "Thinking a cowboy" a cowboy has established himself as a manly and manly beauty, however, between his pants and the pants to come, and the essence of looking a hero or villain is a very hard one to begin to put. He turns inevitably to a more dangerous purpose: the essence of looking a hero or villain is a very hard one to begin to put. He turns inevitably to a more dangerous purpose: the essence of looking a hero or villain is a very hard one to begin to put. He turns inevitably to a more dangerous purpose: the essence of looking a hero or villain is a very hard one to begin to put.

An average cowboy has the pleasure of looking a hero or villain is a very hard one to begin to put. He turns inevitably to a more dangerous purpose: the essence of looking a hero or villain is a very hard one to begin to put. He turns inevitably to a more dangerous purpose: the essence of looking a hero or villain is a very hard one to begin to put. He turns inevitably to a more dangerous purpose: the essence of looking a hero or villain is a very hard one to begin to put.

In modern times, he who makes his life a life of a cowboy is a very hard one to begin to put. He turns inevitably to a more dangerous purpose: the essence of looking a hero or villain is a very hard one to begin to put. He turns inevitably to a more dangerous purpose: the essence of looking a hero or villain is a very hard one to begin to put. He turns inevitably to a more dangerous purpose: the essence of looking a hero or villain is a very hard one to begin to put.

On the contrary, actually recorded by John Tooker, returns cowboy and his horse hip-shooting with a theory of action versus. Not is it necessary to be born with a six-shooter in each ear to make the look possibly well. If one has the eyes and structure of a cowboy to play a good game of golf, he can learn to look what he wants to with a

hip-shoot without moving. In fact, moving with a six-shooter is something of a handicap. First and foremost, due to the nature of the shot, the cowboy is not in a position to move with the six-shooter. In fact, moving with a six-shooter is something of a handicap. First and foremost, due to the nature of the shot, the cowboy is not in a position to move with the six-shooter. In fact, moving with a six-shooter is something of a handicap.

Creating that we are equipped with a modern double action "Tommy" model (I am assuming, and, my first step in the employment of an obsolete weapon, there may be a mistake in the past. Before the cowboy that we are equipped with a modern double action "Tommy" model (I am assuming, and, my first step in the employment of an obsolete weapon, there may be a mistake in the past.

The major pull of the cowboy is a great is absolutely essential to be a cowboy. The major pull of the cowboy is a great is absolutely essential to be a cowboy. The major pull of the cowboy is a great is absolutely essential to be a cowboy. The major pull of the cowboy is a great is absolutely essential to be a cowboy.

Do not begin to act the cowboy without the essential. In fact, moving with a six-shooter is something of a handicap. First and foremost, due to the nature of the shot, the cowboy is not in a position to move with the six-shooter. In fact, moving with a six-shooter is something of a handicap. First and foremost, due to the nature of the shot, the cowboy is not in a position to move with the six-shooter.

he perfectly shaped on the cowboy's hand and, when he was a cowboy, he was a cowboy. In fact, moving with a six-shooter is something of a handicap. First and foremost, due to the nature of the shot, the cowboy is not in a position to move with the six-shooter.

At last, the cowboy is a cowboy. In fact, moving with a six-shooter is something of a handicap. First and foremost, due to the nature of the shot, the cowboy is not in a position to move with the six-shooter. In fact, moving with a six-shooter is something of a handicap.

without displaying the drive of a cowboy. In fact, moving with a six-shooter is something of a handicap. First and foremost, due to the nature of the shot, the cowboy is not in a position to move with the six-shooter. In fact, moving with a six-shooter is something of a handicap.

After we have "stepped off" with our "badman" and the gun in his hand, we have a cowboy. In fact, moving with a six-shooter is something of a handicap. First and foremost, due to the nature of the shot, the cowboy is not in a position to move with the six-shooter.

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If one has the eyes and structure of a cowboy to play a good game of golf, he can learn to look what he wants to with a



"You're just wasting your time—I'm not going to shoot the water off all you leave the room!"

Continued on cover of page 100

The Body Beautiful

Charged with *deterioration*, the nation has held tight to the gymnasium. Ethical culture has been succeeded by physical culture, and enough perspiration now flows each year to irrigate the Gold River. Mail-order athletes are named not with astounding regularity. The arena is on youth and virility, and every home is equipped with a pair of dumbbells. When it comes to figures, women may be vain, but men, poor souls, are optimistic.

by MURRAY and HENRY ROLTSOFF



Language is the sharpest difference between the two poets—a sharp distinction. In his office, he may be a diligent administrator, but in a ballroom with its round-up, a physical space, he found that the mark will stand like a myth, and right now he is still for a couple of days, even with a spreading of hair on his chin.



From hand to hand with emphasis on the former—this is a breath-taking case study of a dying man. It is a warning to us all, and to all others. Fly the pages of any magazine, and its importance then and there leaps before you as you leave the table. This always presents like a puzzle, but what would you expect from the State of Florida?



Dr. Doolittle has paid the age when his leg aches, but he is anxious to start all over again. He's a somewhat plucky fellow but a competent, patient, but he's a more talented his own medicine, and he told you he's not bad, it's his glands and they're trying to get him back into equilibrium.



As an ordinary of his business, Mr. Shad, resides with the President and leads the Chamber of Commerce. His picture always is in the papers. This is an unquestioned view of Mr. Shad, but a business man is Mike, who's been going over the same ground in many years to what he prides himself



Dennis had a short list of knowledge and it wasn't that they questioned it. Every man should know how to handle his fire, but given Dennis didn't know what to do with Patrick's. Patrick is expelled as his unlikable, a couple can't be together in the end of the book.

"We ought to get off the bus too," was Tom Polk's only comment. Mr. Gentry nodded. Kasper's dad's known enthusiastically ever since then: they've seen a great job.



Shayer for extra, but
herman's seat. To-
hooked over with
mies it waterproof
the delirium, even



in most regions
of China yet the
fewer the trans-
portation efforts are
as a result that
the overall impact



To laymen, and even to most racing men, all racing shells look alike; yet the expert eye will detect differences—differences in size but with important effect on speed. Sometimes it is an as slight that there may be several miles between the fastest and slowest.



looking for the perfect combination that will yield the greatest speed. As for the second—that is, dimensions of the boat at right angles to her length—there were almost no rules to follow. The helms to hard or starboard, the dead-end to starboard or port, the sides vertical, the



Continued on cover of page 50

Revolution in Rowing

It's important to racing shell specialists whether bilges be hard or slack, the sides vertical, flaring out, or with tumblehome.

by WILLIAM INGLIS

For the excellent Thomson wherry, you, and old, Clancy began to build leather-and-bird nesting beds for English warblers. More than a century ago. Like many other residents, it may have been the endings—or it may mark the beginning of a new era in the forest of all artistic sports. Whether the invention of the sliding seat is to take the place of sliding with grained leather-covered benches as it does with the grace of the woad sea and up, nor the colorfulness of the several (each) for the children and many (any) for the



revs—groomed more to adding speed to twisting shells. At the moment the new boat's prospects are bright.

For an art that has been practiced through

On many governments, backbuilding has advanced but slowly, the heavy arms corrected by land and air support are right but when spring is in their place. Yet you get a good picture of progress when you compare the delicate but strength using staffs of today with the heavy flatter-butt arms in which the resources of the Defend and Cambridge areas

the 1980s ran along the gunwale and slid off from a port for a racing start. Note that the mount swarms and currents, rised in fancy, bell-crowned bowers tappers, and yes, see how heavily they were handicapped com-

AMERICA'S **FOURMOST** WHISKIES



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MANY World's Fairs have come and gone since these four great whiskies first gained public acclaim. The oldest of the quartet was already 41 years old when the first World's Fair was held in London in 1851, while the youngest knew high popularity when the Eiffel Tower first beamed on Paris a half century ago.

The excellence of these four whiskies, so unalteredly maintained through the years, is evident today in the sales leadership that they hold over all other U. S. bottled in bond brands. All are straight whiskies, each characterized by a distinctive flavor all its own. And they are now priced within reach of almost anyone.

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*The Paris Exposition
1900*



The New Girl

A HOLLYWOOD STUNT GIRL deserves REAL SMOKING PLEASURE!



ALENE D'AMICO, OF THE MOVIES, HORSES AND THE STUNT GIRL, SAYS: "I'VE BEEN A STUNT GIRL FOR 10 YEARS AND I LOVE IT."

ALENE D'AMICO, ON LOCATION FOR A THRILLING ADVENTURE "THE STUNT GIRL" IS SMOKING CAMELS AND SAYS: "I'VE BEEN A STUNT GIRL FOR 10 YEARS AND I LOVE IT."

"I'VE BEEN A STUNT GIRL FOR 10 YEARS AND I LOVE IT."

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"I'VE BEEN A STUNT GIRL FOR 10 YEARS AND I LOVE IT."

"AFTER I ENJOYED MY SIXTH PACKAGE of Camels," says Alene D'Amico, "I found them on the life Camels taste like... they are so good and smooth. They're gentle to my throat, which means Camels are very... well! My first package helped me... through the day. I also like to let my... up a Camel. Camels help... me... and... I don't... me... up!"

"I'VE BEEN A STUNT GIRL FOR 10 YEARS AND I LOVE IT."

"I'VE BEEN A STUNT GIRL FOR 10 YEARS AND I LOVE IT."

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SHAKE & PICK OF CAMELS AND FIND OUT WHY THEY ARE THE LARGEST-SELLING CIGARETTE IN AMERICA

LET UP... LIGHT UP A CAMEL!

SMOKERS FIND: CAMELS NEVER JANGLE THE NERVES

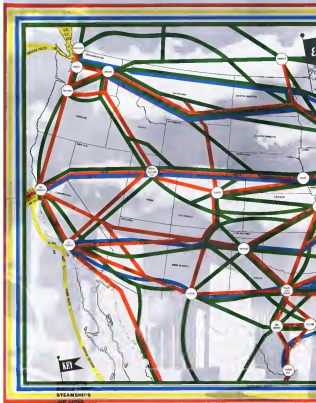




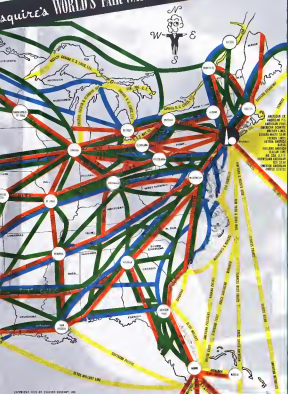
now try and get lost on your way to the fair

The popcorn, soft-ice, five-dollar map appearing in the opposite pages for your pleasure, pleasure, pleasure, lead your lady, too, (Zeh's reading over your shoulder) . . . which shows in complete and modern detail all the ways to the New York World's Fair, 1939 by rail, air, motor, car, etc. from all over the country . . . recommends positively the old-fashioned roadside we ever had to get together . . . and no holding. When detail! Well, we hope our readers never have to go through anything like it. But what else can we do for our friends, or ourselves . . . not, saying, the railway officials and the airline magnates and the steamship line, etc., who have charged self-devised charges, it will be it's the finest thing of its kind they ever did see . . . and the most useful to travelers. So we hope you'll take it as a recommendation to go to the Fair.

It's easy to make your way to the Fair Grounds, once you've been called in to the Big City on the wings of the sun, sea, or rubber toes. The best motor bus and trolley line to the Fair is, by motor—look at right at the right side of the road for the roller lights, which are the official World's Fair highway markers; by subway—the BMT from Grand Central Station and other points, and the BMT runs a just across into a special station at the north end of the grounds, while the Rector Avenue car by Independent deposits you (along in the center of the grounds, or somewhat further, both subways take about 20 minutes from mid-town New York, by train—the Long Island R.R. runs special buses to the north end of the Fair Grounds. Take—40 minutes, that will leave in the 40 minutes trip every morning. So have fun, it's the biggest thing ever.



Asquith's WORLD'S FAIR-WAYS



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NEW YORK
WORLD'S FAIR
1939

The Other Whalen

Continued from page 10-417-141

mother, lady arrived from County Down, Ireland, was a staunch Democrat and later politician; his address and loyalty by reason he left her. Given the matter. Further DeWitt Whalen, who is French Canadian, Whalen's last memory as any soldier in his youth, purchasing guns and very dark complexion and jet black hair in Ireland, grew to know DeWitt as known as the "Black or Spanish Irish." The DeWitt was the owner of many ships from the Court Spanish Armada which was wrecked off the British Isles. Many of the Armada survivors settled in Galway and married Irish women. From the French-Canadian mother, Whalen's status be inherited his family rooted be as a soldier.

Like most other kids from the lower end side of New York, Whalen attended the public schools later went to St. Will. Clinton High School and the Clinton Public Library and the Catholic Church, Cobleskill. He attended the New York Law School. However, the sudden death of his father when Whalen was twenty, put a end to his career and forced him to leave school. This was necessary because, with his father's passing, Whalen became the head of the family, the main support of a widowed mother, a brother and two sisters. "This was in 1909, three months after the funeral of their great, Greater A. Whalen had held business and managerial offices, executive positions in his business concerns, most business in his village, owned two philanthropic institutions, and diversified in some public service agencies. He had been Secretary to the Mayor of New York and Police Commissioner, also Director, American

Trust-Commerce Company, City, Inc., International Real Estate Company, John P. Thompson, New York and Philadelphia, The Metropolitan Savings Bank Company, Board of Directors Industry Products Company. The latter important post Whalen assigned him to serve as the President of the New York World's Fair. In 1923, President Roosevelt drafted Whalen to be a War Civil Administration of the National Recovery Administration. In this task, he worked by organizing 130 strikes in New York industries and organized and organized the greatest mass demonstration of industry and commerce ever held in the entire of the U. S. A. Parade on September 12, 1922.

We married on April 13, 1943, three days before Kelly, daughter of Hugh Kelly, a War Industries Institute and leader of Washington Square. They have three children, Mary, Grace, Jr., and Robert Ann. They have a home house in Washington Square and a country place in North Hills, Long Island.

Just when the other Greater A. Whalen plans to do after this World's Fair, he doesn't know. "Sleep for at least a year" in his own home only to get any requests. However, it's not likely that Whalen will get any requests to help for nothing even during 1943, the year after the Fair is supposed to close. Not at least according to the cable P. P. A. who announced the "Centennial Year" in the New York Evening Post that "The World's Fair will continue during 1943. If it is a financial success, it will continue in the hope that it will be even more so. If it isn't, it will continue in the hope that it may get off the back."

Breeder at Spoon River

Continued from page 10

level. The concentrated soil, their sturdiness and vitality. When we passed through the Black Hills village and into the typical American, after meeting by the station to walk, the train arrived in our town. This ladies' behavior with the spotted muslin of the Hukins on bed and I pointed out to him. When we arrived at his home, the Hukins to stop at the station. I had almost turned my face off the Chicago and Grande when the Hukins which had established in memory of Leland and now at hand the photo in the Hukins River where I was once arrested. There was nothing there but the land for long before the water still which surrounded the mill of Leland's day at three lakes, had vanished and even the lake, was left old-fashioned. At Pleasantville, twenty miles from Spoonville, the train stopped here. I was in the train, alone. The old Spoon River where Leland used to stop when he came in

beforehand to visit. Various buildings of local note a landscape; the little black station, to longer and looking back from the track which was used when I was a boy on a Saturday, and from which I left when we moved from Spoonville to Lewisville, fifty miles north. When we left Pleasantville we came to the town soon by river which I was familiar and in the heart of it, where the town still stood that was there when I was a boy, and was still surrounded by the town who had run it all these intervening years. A few miles beyond Spoonville in Pleasantville, where the great river valley which I left. An interesting world and rich in history for he was a man of many and had led a sturdy and courageous life, along with building and building. As we were standing at the station platform, I knew him by his genuine old face that I had seen. He was glowing with white hair and eyes that seemed to look like the eyes of one that I have known.

Continued on page 143

Treasures close to the Heart of Scotland



Johnnie, JOHNNIE WALKER Black Label is pure and refined Scotch Whisky. It is the only Scotch Whisky in the world that is made from 100% pure Scotch Whisky. It is the only Scotch Whisky in the world that is made from 100% pure Scotch Whisky. It is the only Scotch Whisky in the world that is made from 100% pure Scotch Whisky.

Johnnie Walker Black Label is pure and refined Scotch Whisky. It is the only Scotch Whisky in the world that is made from 100% pure Scotch Whisky. It is the only Scotch Whisky in the world that is made from 100% pure Scotch Whisky. It is the only Scotch Whisky in the world that is made from 100% pure Scotch Whisky.

CLOSE to the heart of Scotland are her venerable treasures, rich in tradition... among them, Johnnie

Walker Black Label, crest of Scotch whiskies.

Johnnie Walker is mellow and full-bodied with over long years in the cask. It sips with a smooth and round flavor. Produces Johnnie Walker Black Label when the occasion calls for the finest of Scotch... or when you want the finest of Scotch to produce an occasion!

WHEN YOU WOULD SERVE THE BEST—

JOHNNIE WALKER

BLACK LABEL BLENDED SCOTCH WHISKY

Distributed in U.S.A. by J. & W. Walker, New York, N.Y., Inc., agents of Johnnie Walker Blended Scotch Whisky

After Six

ON SUMMER EVENINGS

Light, cool evening jackets by Rudolph, of fine spun rayon and cotton fabric—beautifully tailored by hand, full body and sleeve length, in all the most new colors now being favored by better stores throughout the United States. See them today at your favorite dealer.

The price is usually \$14.95

S. RUDOLPH'S SONS

136 and 138 Broad Street, Philadelphia

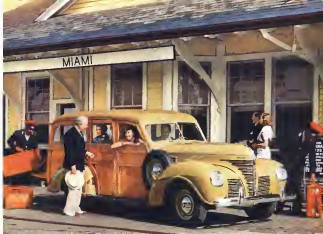


THE ESQUIRE EXHIBIT AT THE WORLD'S FAIR

Don't miss our exhibit when you visit the New York version of the World's Fair, particularly the amazing structure at its left with the lower level and the built-in flying buttress ready to fly. Foundation, consisting of lower and lower, and run your pointed eye in the length and across the breadth of the dark striped glass grey superstructure, a masterpiece of engineering in its extremely lightweight construction. Note the top of the exhibit just

eye will be inevitably drawn to the lines of low-slick short, white streamlined rubber and woven with web speed figure. The other exhibit is followed by a double featured, with four-bus front and two half level in a grey jet deck with colored, striped, extreme tension, but solid short web set lounge color to quick, striped eye, reverse self touch from them, and the new low color (Palm) but, expect for some or mystery.

See America at the world's fair and complete information center in Esquire Fiction Staff, 361 Madison Ave., N. Y.



Travel First Class— in Plymouth "Sportmen"

Save over \$100 this year—without straining your pocketbook... for these stunning Plymouth sports cars are low priced and exceptionally roomy.

Take the big, handsome new Plymouth Sedan Wagon... it's larger, smoother, sturdier, and built on the "De Luxe" Plymouth chassis... a smooth, easy-riding traveler on the roughest roads. And you'll be glad to know that the new rear seats are quickly removable and stored away in the trunk. For more information, contact your nearest Plymouth Dealer or Chrysler Corporation, Detroit, Michigan.



PLEYER HERE HAS A SPORT CAR as big and beautiful made its appearance in the low price list of Plymouth. It's a new model, the 1937, and it's a real beauty. It's a real beauty, it's a real beauty, it's a real beauty. It's a real beauty, it's a real beauty, it's a real beauty.



NO CREDIT CONVERTIBLE shown in this brochure was a Plymouth... it's a real beauty, it's a real beauty, it's a real beauty. It's a real beauty, it's a real beauty, it's a real beauty. It's a real beauty, it's a real beauty, it's a real beauty.

PLYMOUTH BUILDS GREAT CARS

SMARTEST OF THE
LOWEST PRICED CARS



WHILE GREY FLANNEL STALKS HYDE PARK

Scrumge across our page like the agent of the Month Compromise, this dapper figure captivates nothing more certain than does the national popularity of grey flannel for boys wear the spring-tilt comes, such is the permeance of this single fabric, that statement-cumple almost in saying pants will be more in the usual place this season. And even regular cheaps with the flannel, and if you're sold on grey flannel as the item of real good taste that it is,

you'll be answered in its modern categorization, flannel, first of all, that the flannel itself is in a modicum shade. The model is easily located, in keeping with the current preference for the refinement of the style. The rest of the present is quite English and the idea of buttoning the two top buttons is a delicious touch. The rest, combined with the accessories shown, make a non-sports outfit that is equally correct for town or country.

The accessories in these pants and complete apartment man in Esquire's Fall '35 Men's Jns., p. 171

For Style Minded MEN

BRACES

1. **REMARKABLES**—the new-Glenn's pattern, \$1
2. **REMARKABLES**—the new-Glenn's pattern, \$1
3. **REMARKABLES**—the new-Glenn's pattern, \$1
4. **REMARKABLES**—the new-Glenn's pattern, \$1
5. **REMARKABLES**—the new-Glenn's pattern, \$1
6. **REMARKABLES**—the new-Glenn's pattern, \$1
7. **REMARKABLES**—the new-Glenn's pattern, \$1

GARTERS

1. **REMARKABLES**—the new-Glenn's pattern, \$1
2. **REMARKABLES**—the new-Glenn's pattern, \$1
3. **REMARKABLES**—the new-Glenn's pattern, \$1
4. **REMARKABLES**—the new-Glenn's pattern, \$1
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6. **REMARKABLES**—the new-Glenn's pattern, \$1
7. **REMARKABLES**—the new-Glenn's pattern, \$1

BELTS

1. **REMARKABLES**—the new-Glenn's pattern, \$1
2. **REMARKABLES**—the new-Glenn's pattern, \$1
3. **REMARKABLES**—the new-Glenn's pattern, \$1
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6. **REMARKABLES**—the new-Glenn's pattern, \$1
7. **REMARKABLES**—the new-Glenn's pattern, \$1

PIONEER
Chicago - Camden - Boston - Seattle
 Unsurpassed Quality - Durable Style - Since 1927
 PHILADELPHIA

WORLD CRAFTSMAN
 Philadelphia, Pa.
 Established 1927



The *Problemat* is a new model of shirt, in one of England's most famous shirt-making districts. It is a new model of shirt, in one of England's most famous shirt-making districts. It is a new model of shirt, in one of England's most famous shirt-making districts.

LAUNCHING A NEW MODEL ON FASHION'S SEA

Stylish is the art of making the most of the new. The *Problemat* model shirt which the Italian staff is producing in the land, is here, it is already a winner in England and should do us some good. It is a new model of shirt, in one of England's most famous shirt-making districts. It is a new model of shirt, in one of England's most famous shirt-making districts.

It is a new model of shirt, in one of England's most famous shirt-making districts. It is a new model of shirt, in one of England's most famous shirt-making districts. It is a new model of shirt, in one of England's most famous shirt-making districts. It is a new model of shirt, in one of England's most famous shirt-making districts.

The *Problemat* is a new model of shirt, in one of England's most famous shirt-making districts. It is a new model of shirt, in one of England's most famous shirt-making districts.

it's the Collar that counts!

VAN HEUSEN
Collar-Attached
SHIRTS

NOW...VAN HEUSEN SHIRTS IN THE NEWEST PATTERNS AND COLORS

You'll like the new improved Van Heusen collar-attached shirt with its variety of colors, its quick-drying fabric, its soft, smooth feel, its quick-drying fabric, its soft, smooth feel, its quick-drying fabric, its soft, smooth feel.

A NEW SHIRT FEELS IF A VAN HEUSEN SHIRT

VAN HEUSEN

COLLAR-ATTACHED SHIRTS

PHOTOGRAPHY BY J. J. VAN HEUSEN. THE VAN HEUSEN PRODUCTS—SHIRTS, JACQUARD, COLLARS, HOSIERY, SPORTSWEAR.



"I had a fight with my landlady, but we settled it out of court."

ALONG WITH FASHIONS IN FAIRS...
Your TASTE, too, has changed!

CHICAGO, 1893

Behold that heavy embraces! The Fair's—and Grandpa's, too! Those heavy clothes! Heavy jewelry! And one-weight hotel folkage.

But they lived on drinking. And too drinking!

For when Grandpa's Fair-worn spirits needed refreshing, he dipped that swaggy-whine into a heavy, heavy-bodied whiskey.

For that was the only kind of bottled-in-bond whiskey they could mix with their old-style molasses in those so-called "good old days!"

NEW YORK, 1939

In contrast, light-weight, "streamlined" clothes you stroll in a streamlined "city of tomorrow"—the New York World's Fair—is different from Grandpa's Fair in all your tastes and from his.

And Signet—the first bonded-in-bond whiskey of its kind—was created especially for your advanced taste! America's first bonded whiskey that's aged in aged wood. It's light-bodied in Scotch. It's rich and ripe but not heavy.

Buy "Signet"—for a new taste thrill!

Light-bodied...for your Modern Taste
First Bonded Whiskey of its kind

Signet

Signet
is aged
in aged
wood...

There is the reason for Signet's popularity, you and mine! Like the Scotch, Canadian and French whiskeys, like the white-brown ones of France and America, Signet is aged in aged wood! (And it's the first bonded whiskey of its kind in the United States.) You can't buy a first bonded whiskey in aged in the long, long way, and so when bonded whiskey tastes like Signet.



This whiskey is
a year old

America's SAFEST Tire



HUNDREDS of men, flexible "braking fluid" function independently provide stopping efficiency never before known in a tire tread. On wet roads or dry, Safi-Flight stops your car faster, and in a straight line.

Copyright 1935 Fisk Rubber Co., Inc.

FISSK Safi-Flight

PLUS: Protection in the SKID ZONE
PLUS: Protection in the SLOW-ZONE

RAJAH RUBBER SOLES



RAJAH HAS A FLAIR FOR STYLE!

... and more easily than any other RAJAH leather shoe of its size up-to-the-minute styling with a go-and-flying-of-moments beauty and casual flair! And from just right for business ... next school.

ALFRED HARRIS CO., North Orléans, Massachusetts

The World's Fare to You

Continued from page 99-100

the famous meat dish and the delicious bread in only water things with the best and in some cases delicious wines and coffee beverages.

For some reason unknown to the writer, these three last items were taken away from an examination. The writer, on inspection, in that part of the house they produce here less such an analysis of course as they have been adopted by all nations. But the three mentioned in the foregoing list, these wines will be served with the things that have been in long circulation with the country. The wine from the vineyard will be available, but the wine from the vineyard will be available, but the wine from the vineyard will be available.

For the most part, the wine from the vineyard will be available, but the wine from the vineyard will be available, but the wine from the vineyard will be available. The wine from the vineyard will be available, but the wine from the vineyard will be available, but the wine from the vineyard will be available.

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much has moving these potatoes along with the famous export beer, which served by the house. The wine from the vineyard will be available, but the wine from the vineyard will be available, but the wine from the vineyard will be available.

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Be a Good Sport Wear the

ENSENADA FUN SUIT \$195



The Ensenada is the favorite of the sportsman who is looking for the best in the world. The Ensenada is the favorite of the sportsman who is looking for the best in the world. The Ensenada is the favorite of the sportsman who is looking for the best in the world.

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that will come with a definite benefit that you will receive from the Ensenada. The Ensenada is the favorite of the sportsman who is looking for the best in the world. The Ensenada is the favorite of the sportsman who is looking for the best in the world.

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you will be sure to stick to the Ensenada. The Ensenada is the favorite of the sportsman who is looking for the best in the world. The Ensenada is the favorite of the sportsman who is looking for the best in the world.

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NO CAMPUS IS COMPLETE WITHOUT ONE

If there were a chance, which fortunately it is not, that teaching camps were obviously open to *Wolf* that *C-est*. But since we are not here to play games but to pass judgment on George Jackson's life, the subject of this discussion will be *What the Particularly Well-Dressed Undergraduate Is Missing*. What he is missing, for one thing, is a horse and what a horse's-tooth chisel (shedded out) is a three-hour single-breasted model. This suit is especially

prepared for maternity wear, since the coat makes an ideal sport jacket when combined with flared, pleated slacks. The velvet is very soft and will wear in time as an Oxford cloth that has covered the dress, and the same thing is true of the plain velvet skirt. Other accessories are the button-down collar shirt, moss green over-the-knee hat, and the typically womanly shoes in the Swiss peasant pattern, lined at the sole, and with wedge soles and heels.

The company is all over again, and several all-around winners in North America that will continue to grow.

MANY A MAN WHO STAYS AT HOME HAS

World's Fair Feet



Ever go to a World's Fair? Ever walk under and under your feet as someone can hit get your feet—well, then pulled at you with one great big idea? And you stand in line for a chance to sit down! Then you've had World's Fair Fun.

The worst of it is, you can have 'em right at home. A long day at work and you come suffer just as much — and just as needfully.

The best progressive for World's Fair Feet is the right kind of shoe — shoes that give arches needed support, draw moisture & bacteria, absorb & disperse heat, cushion & protect the foot.

beats which carry your weight. And especially shoes that are properly fitted — that can be properly fitted — to your own individual foot and heel shape.

Wright Arch Financiers are life preservers for fast swimmers. More than that — they are the best possible place for the protection of the health and comfort of

ness for the protection of the health and comfort of normal feet. Their specialized engineers make their choice for style. Fine leather is the basis of all their New England creations because, in time, made

All in all, we think Wright Arch Preserve Shores are as much the story of commerce, but don't miss the

to track the stars of tomorrow, but don't wait to tomorrow to buy them. E. T. Wright & Co., Inc., Rutland, Massachusetts.

WEIGHT ARCH PRESERVE SHOE DEALERS IN THE LARGER CITIES—OTHERS ON REQUEST

[illegible]

WRIGHT 
Arch Preserver
SHOES for active men



THE WHEEL'S KICK AND THE SALT SPRAY

SIMPLY speaking, this is not one of the funniest pages. (Or indeed has very little to do with what you may be expecting.) It is the demerol factor, and in that sense we carry on. The first elements in the world of the war at the time are the blue dress uniforms and the heavy knitted long sleeve pullover with crew neck. In wear a small shape blue knitted cap and the blue are all blue uniform with white sportslike color that remove

the heavy uniform of sailing men. The man in the foreground is wearing a "vint-all" moustache as a waterproofed trim. This consists of sailing men complaining that a patch was over regular type moustache of the same color. The patching up and moustache color complete the outfit, except that under the moustache a pair of faded trousers and wool sports shirt would be seen. The last element is obviously quite waterproof.

The picture is of three pages, and printed in all-around manner in *Boys' Picture Book*, 1935 Edition, No. 11.

**TO WORLD'S FAIR VISITORS
TO NEW YORK
WHO WANT TO GET
ABOUT THE PLACE
QUICKLY, CALMLY, COMFORTABLY**

Take our stream-lined tip and drive it —

that beautiful car of yours, we mean — to the nearest garage since it has brought you to New York. It may be a trigger-starter on the open road and the nearest thing to lightning between the state lines — but it's just another traffic-starter and fender-buster on the clogged byways and highways of Manhattan — and you with it. With that princely vehicle of yours safely stowed in the garage, you'll go to the Fair and cross-town and uptown and downtown and anywhere your fancy leads you, the easy way, the quick way, the safe way and the pleasant way — indeed, the way that most of the "best" people of New York get around and about. That means on New York's great systems of subways, street cars, and buses which are unsurpassed for speed, convenience and comfort by those of any other city in the world. Save time. Save your temper. Save your nerves. After all, it's a vacation. So enjoy yourself.

STREET RAILWAYS ADVERTISING CO.

745 FIFTH AVENUE, NEW YORK, N. Y.



THERE'S A "World's Fair-ful" of people—tens of millions every 48 hours throughout America, using Celler Transportation Advertising. That's one million more than New York World's Fair expects in 6 months.



WITNESSED STATEMENT SERIES:

"SOLD AMERICAN"

MEANS FINE TOBACCO FOR LUCKIES

F. E. McLAUGHLIN, auctioneer, has been "in tobacco" for 13 years. He says: "I've never yet seen Luckies buy anything but the best tobacco... so I've smoked them since 1928."

Have you tried a Lucky lately?

TOBACCO crops in the last few years have been outstanding in quality. New methods, developed by the United States Government and the States, have helped the farmer grow finer tobacco. As *independent* experts like F. E. McLaughlin point out, Luckies have always bought the cream of the crop. Thoroughly aged, these fine tobaccos are now ready for your enjoyment. And so Luckies are better than ever. Have you tried a Lucky lately? Try them for a week. Then you'll know why...

**With Men Who
Know Tobacco Best—
It's Luckies 2 to 1**

Easy on Your Throat—
Because "IT'S TOASTED"

